

MARKETVOICE™ PROJECT SNAPSHOT

BALLAD HEALTH

RESEARCH FOCUS: BEHAVIORAL HEALTH & FAMILIAL DRUG ADDICTION

Deep and nuanced insights illuminated by ethnography and qualitative research promoted the understanding needed to tackle the difficult and often uncomfortable issues that drive consumer and market realities in Appalachia.

OBJECTIVES

- To interview members of a rural Appalachian community about their exposure to (and experiences with) drugs, and to understand the lived experiences that fuel the cycle of familial drug abuse and addiction.

APPROACH

- Pure anthropology and ethnography; deep immersion into consented participants' lived environment and experience; observation and one-on-one interviews; ethnographic filmmaking.

DELIVERABLES

- A profound and eye-opening short ethnographic film that has put Ballard Health and the community at-large on a path of deeper understanding of this important and influential problem in their service region.



OUTCOMES & IMPACT

Equipped with important, albeit uncomfortable insights, Ballard Health has made significant commitments to improving the health of the region(s).